

identification and control data is delivered to the customer's terminal separately with no actual data of the service located in the multiplexed frame.

14. A method as claimed in claim 13, wherein a service directory which comprises the selection data and by which the services are presented on a display unit is created from said identification and control data.

15. A method as claimed in claim 14, wherein a separate service directory is compiled, on the basis of said identification and control data, from several services which can be transmitted in a multiplexed form and that said service directory is transmitted to the display unit when it has been connected to an electronic network.

16. A method as claimed in claim 14, wherein said service directory is compiled from the identification and control data of several multiplexed frames comprising different services.

17. A method as claimed in claim 15, wherein said service directory is compiled from the identification and control data of several multiplexed frames comprising different services.

18. A method as claimed in claim 14 or 15 or 16 or 17, wherein said service directory is continuously formed to servers operating in the electronic network in accordance with the predetermined multiplexed services and that when the terminal establishes a connection to said data network its server automatically transmits the service directory to the display unit,

19. A method as claimed in claim 12, wherein after the user has selected a service displayed on the display unit, the service selected by an indicating device is delivered from the transmitting address to the receiver via the electronic network which is the most suitable for delivering the service,

20. A method as claimed in claim 12, wherein the selected service is routed from the

transmitting address to the receiver automatically on the basis of said identification and control data of the multiplexed frame,

21. A method as claimed in claim 12, wherein the receiver is configured to receive the selected service on the basis of said identification and control data of the multiplexed frame.

22. A terminal in a telecommunication network, such as a television or a computer, which is arranged to receive a service transmitted in a multiplexed form, and which is arranged to present separate selection data regarding the services of a service provider to the user for selecting a service, wherein the terminal is arranged to display the selection data of the service, which selection data is formed from the identification and control data which is located in the multiplexed program frames used for service transmission and which has been transmitted separately for presenting the selection data with no data regarding the actual service.

23. A terminal as claimed in claim 22, wherein to enable the formation of the selection data of the service, the terminal is arranged to receive the multiplexed frames with no actual data regarding the service, and to form the selection data from them.

24. A terminal as claimed in claim 22, wherein for forming the selection data of the service, the terminal is arranged to receive the service directory comprising the selection data and formed from the identification and control data.

25. A terminal as claimed in claim 22 or 23 or 24, wherein the terminal is configured to receive the selected service on the basis of said identification and control data of the multiplexed frame.